

FORD DEALERS ARE TO MEET HERE

Tri-State Expects Record Gathering of Ford Clan Next Tuesday.

What promises to be one of the largest gatherings of its kind ever held in the southwest will be the gathering of all Ford dealers and salesmen in this city next Tuesday and Wednesday for the first annual Ford educational convention.

Every Ford dealer in the territory covered by the Tri-State Motor company has been invited to attend and to bring as many of the salesmen as possible. There are 27 subagencies in the

Tri-State territory and a large attendance is looked for.

P. W. Sauer, manager of the San Antonio branch of the Ford Motor company, and J. R. Bisco, assistant manager, will represent the factory at the convention and arrangements are also being made to have some other competent authorities address the convention on different lines.

The convention will open at the Tri-State salesroom at 8:30 o'clock on Tuesday morning with a reception, after which President J. W. Kirkpatrick, of the Tri-State, will call the session to order and speak on the subject, "Why we are here."

P. W. Sauer, of the Ford branch at San Antonio, will be the next speaker, his subject being, "What the Ford Mo-

'FRISCO ADMEN PLANNING BIG TRIP

Will Go to St. Louis for Big Convention With Auto Caravan.

San Francisco, Cal., March 17.—All eyes are focused on San Francisco since the announcement was recently made by the Advertising club that it will send its delegates, about 100 strong, to the St. Louis convention of the Associated Advertising clubs, 2500 miles across the continent in a motor caravan.

There have been small auto caravans come from the east to the west, but the company is trying to do in educating and helping dealers.

"Service—What it means and the results thereof," will be the subject of the address of John R. Bisco, of San Antonio, and the morning session will close with some remarks from Lee Davis, Ford sales manager of the Tri-State, on "Selling Ford."

Lunch will be served at the Sheldon and the afternoon session will consist of a demonstration of Ford tools and shop equipment and a general discussion of selling, service, assembly and accounting.

Tuesday evening there will be a banquet for the visitors at the Harvey house. The Wednesday sessions will be devoted to a general "get together" meeting of agents, distributors and factory representatives.

Albuquerque Man Is Holder Of Patience Record On Gas Row

R. B. Sauer, of Albuquerque, is the champion waiter for the Harvey house. He has been waiting for a new Hupmobile but admits that he will likely have to patronize a tailor as soon as he reaches his home city, while M. A. Compton, of the Toltek Motor company, says that he expects to have a new seat put in the chair Mr. Sauer has occupied for over a week.

Mr. Sauer is a member of the firm handling Hupps at Albuquerque and came to El Paso for a new demonstrator. Two carloads are rolling direct from the factory but he wanted his demonstrator in a "real hurry." At least, that's what he said when he got here. But that was 16 days ago and Mr. Sauer has patiently waited all that time. A carload got in today and as soon as one of the cars could be oiled and greased, the man from Albuquerque slid in at the wheel and promised to set a few speed records for the Albuquerque trip.

The Toltek Motor company has been completely sold out of Hupps and Paiges for over a week. Every car in the shipment here today has been sold but four more carloads are due early in the week if the strike doesn't interfere.

FRANKLIN GETS BIG SHIPMENTS

"I've got a good stock—the largest I've had since I opened up, but it isn't all I want, and if the railroad strike comes off I know that I'll wish I had six times as many," said L. J. Trost, of the Franklin Motor Car company, in commenting on the large stock of Franklin cars on his salesroom floor. They unloaded several carloads this week and Mr. Trost is again making immediate delivery on orders.

A carload of Marmons is due early in the week and Mr. Trost is hopeful that the car will be here before there is any railroad trouble.

C. E. Shriver, road engineer of the Marmon, spent several days with the Franklin Motor Car company this week, giving service inspections to all Marmons in El Paso. S. E. Dodge, service engineer of the Franklin, is due next week on his quarterly inspection trip.

EL PASO AIR CARRIES CAR ON LONG JOURNEY

D. C. Booth, of the Quick Tire Service, displays a U. S. Royal cord which he claims has the travel record for the southwest. It was used on a Studebaker and the owner made the following declaration:

"This casing was used on a Studebaker car and after having driven around El Paso for six months, the car visited Deming, Douglas, Tombstone, Tucson, Phoenix, Yuma, Mammoth Wash, San Diego, Los Angeles, Bakersfield, Fresno, San Francisco, Sacramento, Lake Tahoe, Carson City, Reno, Salt Lake, Cheyenne, Denver, Raton, Las Vegas, Santa Fe, Albuquerque and back to El Paso—seven state capitals—on El Paso air all the way."

Your Name on a Car Like This Means Bigger Business for You



\$725 Complete
(F. O. B. Phila.)

The appearance of a VIM uplifts any business into a distinctive class. The dependability of its performance—the increased radius of service it gives—means more business and more money to its owner.

Its proved worth—borne witness to by thousands of satisfied merchants in all parts of the country—means that all doubt is removed. It will positively show results.

Now sold on Deferred Payment Plan

Sold in 536 Cities in the United States

Seven Body Types. Open Express Body, \$695

PIONEER MOTOR CO., Inc.
DISTRIBUTORS.

Phone 52.

Myrtle at Campbell.

VIM DELIVERY CARS

WOULD TAKE FEES FROM SPEED COPS

According to S. Boyer Davis, president of the Automobile club of Phil-

adelphia, there are more speed traps maintained in Atlantic county, N. J., than in the whole of eastern Pennsylvania; but in scoring all such traps, Mr. Davis asks that the Pennsylvania and New Jersey laws be amended to provide that no constable, deputy sheriff or other peace officer shall share in the fine imposed on speeders. Maryland already has such a law.

THE FRANKLIN CAR

**Road Ability
Safety
Ease of Handling
Comfort
Operating Cost**

All depend upon the weight of your car.

GET this question of weight settled before you decide on any car.

As far as light weight is concerned, we're not the only ones talking it.

Nearly all automobile people acknowledge light weight to be one of the biggest factors in the motor car world.

But we go further than merely acknowledging it; we back up our belief through the Franklin Car.

Note this: not one of the Franklin open cars weighs over 2280 pounds; not one of the Franklin enclosed cars weighs over 2620 pounds—on the scales.

Through this Scientific Light Weight—a Franklin principle for fifteen years—you, as an automobile buyer, can know in advance something more than purchase price. You can know about actual results.

For instance, you can get a clear idea of future operating cost—

Franklin Scientific Light Weight requires minimum gasoline to move it. (A gallon goes 20 miles, on an average).

The tires are protected from unnecessary pounding. (Franklin owners are averaging 10,000 miles to the set).

Destructive hammering on the mechanism is minimized. (Light weight saves repair bills.)

You can know what to expect in riding and driving qualities—

Tiring road shocks do not reach you; light weight eases the blow.

You get quick starting and stopping, almost effortless steering.

And as an investment—

Find a used Franklin and see what Scientific Light Weight does to hold down depreciation.

Of course, these are our own statements about Franklin Scientific Light Weight.

Prove what we say by checking our statements with the experience of Franklin owners.

Franklin Motor Car Company

Leo J. Trost, Proprietor.

Myrtle at Campbell

El Paso, Texas



West Texas Motor Company

Distributors.

Phone 4243.

402 Myrtle Ave.
El Paso, Tex.

"AN HONEST TRUCK AT AN HONEST PRICE."

Some Recent Sales of

REPUBLIC TRUCKS

Elion Bros., Gen. Mdse.

REPUBLIC TRUCK ONE-TON

Hemman-Hudson Co., Wholesale Produce, City Market (Repeat order)

REPUBLIC TRUCK ONE-TON

Juarez Mercantile Co. (Repeat Order)

REPUBLIC DISPATCH 1500 POUNDS

Pecos Mining Co. (R. W. Stuler, Mgr.)

REPUBLIC TWO-TON TRUCK

C. A. Spence & Sons, Carrizozo, N. M.

REPUBLIC TWO-TON TRUCK

D. L. Meloy Motor Co., Globe, Ariz.

REPUBLIC TWO-TON TRUCK

John Hutchings, Alamogordo, N. M.

REPUBLIC DISPATCH 1500 POUNDS

Southern Motor Co.

"HOUSE OF SERVICE"

355-57 Myrtle Ave. El Paso. Phone 490.

(About March 20th, we will occupy our new home on Montana St.)



REO

"No Change In Price"

Last year's prices still prevail on the Reo cars, the Fours still sell at \$875.00 and the Sixes at \$1250.00 and are two cars that are in a class by themselves.

Every part and every wearing surface is built 50 percent over size, probably not necessary, but it certainly puts that lasting and wearing quality into them. One thing "The Reo," the Gold Standard of the World, is known for and they compare very favorably with cars selling in the \$2000 and \$3000 class, being equipped throughout with the best known bearings made—the Timken and the Hyatts.

The motor remains precisely the same with the exception of a change in the intake manifold and carburetor which have been redesigned so the owner of a Reo can use the low grade of gasoline that is now being used, the change is a small thing to find but a big thing to get.

The Reo is one of the best balanced cars on the market today and it is a very common thing for a Reo owner to get from 8,000 to 10,000 and even 11,000 miles on one set of tires, this has been done, and can be proven. Better call and get better acquainted with this wonderful car, demonstrator on the floor.

REO TRUCKS

will solve your delivery problem. They offer economical operation, extended radius of delivery, speed when necessary, and they have not only the built-in Reo service, but are backed by a real service.

Reo "Speed Wagon," 1500 pounds capacity.....\$1000, f. o. b. factory
Reo Two-Ton Truck.....\$1650, f. o. b. factory

Ramming Motor Co.

Southwestern Distributors

Phone 4068

606 Mesa Avenue

R. W. Ramming, Gen. Mgr.

A. H. Elmore, Asst. Mgr.

